

What's Happening - In Brief

A Note from Amanda Allen (CEO of Age UK North Worcs) - October 2025

- Based on the latest population projections for the UK, by 2030 there will be over 15 million people aged 65+, which equates to one in five of the population. In the last few weeks Age UK has published its report, *The State of Health and Care of Older People in England 2025*, marking the 10th anniversary of its first annual assessment of how well the health and social care system meets the needs of older people. Ten years on, the new report reveals that ,
- while more of us are living longer, on many other measures we have gone backwards. Fewer people are getting long-term social care support, fewer key health staff are working in the community, and perhaps worst of all, we are living fewer years in good health. You can access the full report from the [Age UK website](#)
- With the challenges of the national picture being felt day-to-day within our local work, it can sometimes be easy to lose sight of our achievements and the collective difference that we are making. On 23rd October we held our **Annual General Meeting (AGM)** - thank you to all those that were able to attend! Whilst a key focus of the AGM is to review the charity's finances (and to sign-off the annual accounts), it is also an opportunity for us to look back and reflect upon **Our Impact & Performance** - an extract of the 2024/25 Summary presented at the AGM is included - *please speak with your line manager or contact me if you would like more information*
- Over 60% of the income raised to fund our work across North Worcestershire comes from our Charity Shops and this month we celebrated our **Matchborough (Redditch) Shop's 10th Birthday!** In addition to a special 10th Birthday Raffle, we were also able to say a special 'Thank You' to volunteers **Sandra Kelly** and **Jean Redman** (for 10 year's service) and **Ness Stanton** and **Bea Widdop** (who have both volunteered at the shop





2024/2025
Our Impact & Performance

“ I cannot express enough my gratitude for the help I received from two members of your Team... I really appreciate the **kindness** shown to me as well as the **helpful and efficient service** offered ”

Our Information & Advice Service
At the heart of everything that we do


5,752
 The number of enquiries received by our I&A service during 2024/25

In-depth advice provided to **2,770** people
56.5% of I&A clients were new to the charity


£1.215m
 The amount in annualised benefits that clients were assisted to claim

Our At Home Service
Helping our communities to stay safe & independent


200
 regular 'At Home' clients


8,100+ hours
 of support from our Home Workers, Gardeners & Handypersons


547
 Foot Care Appointments


50
 Free Home Energy Checks

Befriending, Groups & Activities
Preventing & tackling loneliness & isolation


156
 The number of Referrals made to the Befriending service


300
 The average number of people being supported by the Befriending service at any one time


219
 Av weekly attendance for Groups & Activities grew to

Our Retail Operations
More than shop


119,194
 The total number of visitors to our shops


29,674 bags of donations


Landfill Offset 417,214 KG

Two new Charity Shops : Winyates (Redditch) and Walter Nash Road (Kidderminster)

Delivering high quality local services and support for the over fifties, promoting independence and wellbeing

For more information, please contact us **01527 570490**
www.ageuk.org.uk/northworcs/







 Supporting Your Local Community

#MeetPenny - Positive Ageing Week

- As part of **Positive Ageing Week**, we linked up with Age UK Wyvern, Active Herefordshire & Worcestershire, Worcestershire County Council and Herefordshire Council for a joint campaign to celebrate the power of movement. To help inspire more local older people to get active, Penny, a regular at our NewSong Move More Class, very kindly agreed to be 'our face' of the campaign. You can read more about Penny on the News section of our website <https://bit.ly/473lzYb>



£10 for I&A - Sarah's Marathon Effort

- On 25th October **Sarah Whitehouse** (daughter of our Finance Manager, Hilary Farmiloe) is taking on the Lisbon Marathon to help raise funds for our **£10k for I&A** campaign - at the time of writing, Sarah has raised an amazing **£840!** To support Sarah, please visit www.justgiving.com/page/sarah-whitehouse-lisbonmarathon-ageuk



Remembering Irene & Kevin

- In the last few weeks we have received the very sad news about the passing of two people who both did so much to support the charity
- Irene Franklin** was the Tutor for our Redditch Art Group for several years when the group was based at Easemore Road. Members of the group have said that Irene will be remembered for her '*excellent leadership, quirky style with a devotion to Art and the teaching of art to her class*'
- For the last 18+ years volunteer **Kevin Foster** has devoted a lot of his time (and effort) to the running of our Amphlett Hall Computer Clubs. Over the years Kevin has helped and supported so many people and, in 2021, Kevin became the second recipient of the charity's Volunteer of the Year Award. Reflecting the sentiments of many, one of the Club's current members said '*Kevin would always find the time and patience to explain and teach us...no problem was too small or difficult...He will be sadly missed by us all*'. Kevin was also a much-respected member of the Amphlett Hall Art Group



Don't Miss Out

- The creative talents of our **Bromsgrove and Redditch Art Groups** have combined to produce a very special **2026 Calendar**. The A4 Calendar is currently in the process of being printed (with a suggested minimum donation of £6) but anybody interested in securing a copy (copies) can contact **Jo Hughes**
- Bromsgrove Men In Sheds** are in the process of putting together their **2025 Christmas Range**, including a '**Crimbo Jimbo**' and these **Pallet Snowmen**. Please contact **Jo Hughes** if you are interested



Upcoming Events

- On 14th November (10am-1pm) our **High Street** (Bromsgrove) Charity Shop is hosting a **BT Drop-In** for anybody wanting information about the switchover of landlines to digital
- All staff and volunteers are invited to a free **Christmas Get Together** event at Amphlett Hall (3-5pm) on **6th December**. RSVP to **Lynne Linley, Sam Jones or Kate Ware**

